

**MANSFIELD DOWNTOWN PARTNERSHIP  
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE  
Special Meeting  
October 11, 2012  
5:00 PM  
Mansfield Town Hall  
Conference Room C**

**MINUTES**

Present: Steve Rogers, Roger Adams, Curt Hirsch, Marty Hirschorn, Rene Schein

Staff: Cynthia van Zelm

**1. Call to Order**

Steve Rogers called the meeting to order at 5:05 pm.

**2. Public Comment**

There was no public comment.

**3. Approval of Minutes from June 20, 2012 and August 23, 2012**

Rene Schein made a motion to approve the minutes from June 20, 2012. Curt Hirsch seconded the motion. The motion was approved.

Roger Adams made a motion to approve the minutes from August 23, 2012. Mr. Hirsch seconded the motion. The motion was approved.

**4. Current Storrs Center Business Questions**

Ms. Schein said she was concerned about potential traffic problems with no stop sign where cars enter into the driveway and there is no stop before they enter into the campus section of parking. **Cynthia van Zelm will talk to UConn about this (done).**

Mr. Rogers expressed continued concern about the number of spaces occupied by the Daily Campus. Could they be timed so they are available at key times when the Daily Campus needs them but freed up for other parking at lower usage times? **Ms. van Zelm will follow-up with Leyland and with UConn.**

Mr. Rogers also asked about the timing of the painting of parking lines for spaces along Dog Lane. **Ms. van Zelm will follow-up with the Town.**

Ms. Schein asked about signage for the retail tenants. Ms. van Zelm said a sign should be up next week at the corner of Dog Lane and Storrs Road that lets people know that businesses are open further down Dog Lane, which they may not be able to see from that intersection.

Mr. Rogers asked about directional signs in Storrs Center. Ms. van Zelm said there is a signage program in the works that would include kiosks with the list of businesses.

#### **5. Discussion/Brainstorming on Marketing of Storrs Center businesses**

Ms. van Zelm said trick or treating at the Storrs Center businesses is being planned.

She said that monthly meetings are being planned with the tenants.

Leyland is also planning some social media and merchandising seminars for the tenants.

#### **Mr. Adams said he will talk to Select Physical Therapy about a grand opening.**

Mr. Rogers said the Board of Directors recently held a strategic planning session and the Board is looking at the role of its committees going forward. After ten years, it is a good idea to redefine the committees' roles as needed. He said that he sees the Business Development and Retention Committee as serving as an ombudsman for the businesses in Storrs Center. Mr. Hirschorn said he agrees with the Committee serving as a sounding board and said he thought it was helpful to have non-business people on the Committee.

#### **6. Update on Tenanting and Ides for future Tenants**

Ms. van Zelm shared the list of the latest tenants to open in Storrs Center and the timing on the rest of the tenants for Phase 1A. She said that most will be open by November with the plan for Geno's Grille to open in January.

#### **7. Adjourn**

The Committee suggested tentatively meeting on November 8. **Ms. van Zelm will send out an e-mail a week before November 8 to see if the Committee wants to meet (*done*).**

The meeting was adjourned at 6:20 pm.